

400 nails

You
NAIL
to **STRAN-STEEL**



GOOD HOUSEKEEPING STRAN-STEEL HOUSE



STRAN-STEEL
STEEL-FRAME
CONSTRUCTION

**makes this the outstanding house
at the Century of Progress
Chicago**

FURNISHED BY GOOD HOUSEKEEPING STUDIOS
BUILT BY STRAN-STEEL CORPORATION
DETROIT, MICHIGAN

Stran-Steel Fr

Makes wood framing
peg that was replac



... A PRACTICAL
HOME-BUILDING

Home owners, builders and architects
and progressive step in house construction.

Stran-Steel replaces old fashioned two
homes of all types of architecture.

Just as the steel nail replaced the wood
a better home with brick, clap board
ton frame work of Stran-Steel.

1 Easily Constructed

Can be erected by any carpenter from
the usual set of plans for any style
house.

2 Fire Proof and Sanitary

This fire-resisting construction provides
owners with lower insurance rates and
offers proof against vermin, termites,
fungus and musty odors.

3 Greater Per

No major rep
Stran-Steel ho

4 Greater Re

Stran-Steel ho
gage and resal
not settle, pla
doors and w
hung.



aming

as old-fashioned as the wooden
ed by the steel nail years ago

STRAN-STEEL

CAL, FORWARD STEP IN UILDING CONSTRUCTION

ts have proclaimed Stran-Steel to be the most important
uction in the past fifty years.

o-by fours and wooden beams in the construction of
without change in the architect's plans.

oden peg a generation ago, carpenters of today can build
d, stone, shingles or stucco exterior by erecting the skele-

ermanence

airs are necessary on a
ne for the first 25 years!

sale Value

uses have greater mort-
value, because they will
ster does not crack and
ndows fit as originally

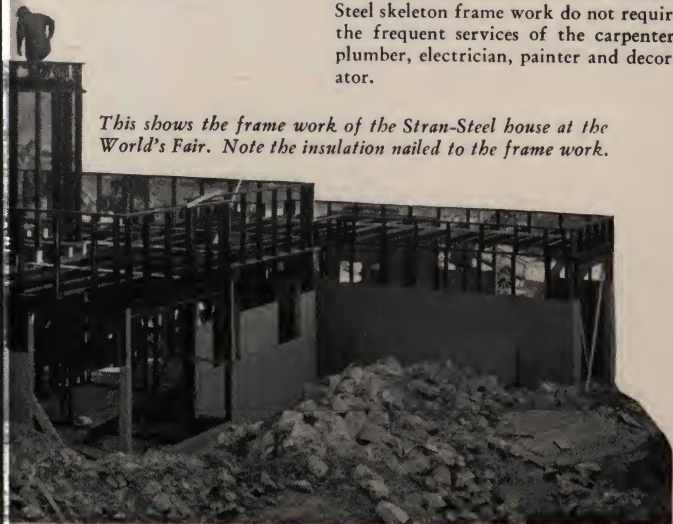
5 Sturdy Construction

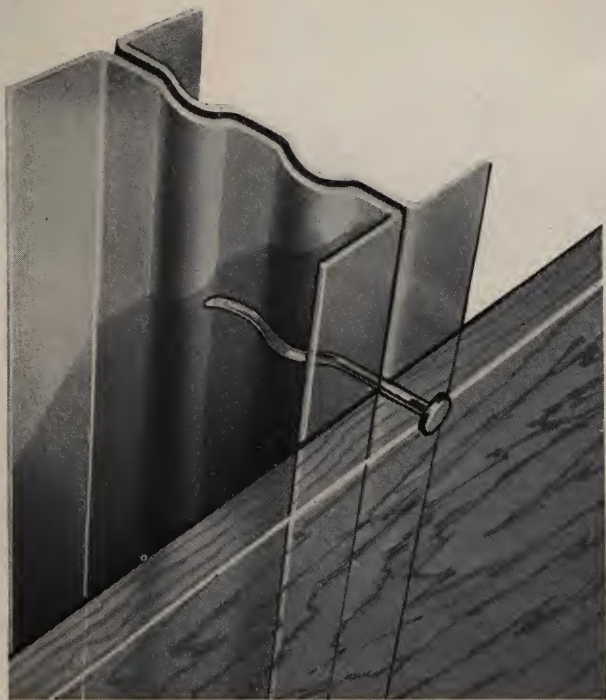
Because Stran-Steel is twice as strong
as the wood it replaces, it does not warp
or sag and resists earthquakes and
tornadoes.

6 Lower Upkeep

Since they resist vibration, wear and
the elements, houses built with Stran-
Steel skeleton frame work do not require
the frequent services of the carpenter,
plumber, electrician, painter and decor-
ator.

*This shows the frame work of the Stran-Steel house at the
World's Fair. Note the insulation nailed to the frame work.*





Phantom View of Board Nailed to STRAN-STEEL

AN ORDINARY steel nail is driven into the Stran-Steel stud, follows the groove in the stud, and clinches itself firmly in place. It may be withdrawn later without injury to the stud. This feature permits the use of Stran-Steel for temporary structures.

Good Housekeeping Stran-Steel House

CHICAGO *Phone VICTORY 0164*

Ask the Stran-Steel special representative for full information about Stran-Steel and the Home at A Century of Progress.

STRAN-STEEL CORP.

General Office and Factory:

DETROIT, MICHIGAN 6100 MCGRAW AVE.

Phone Garfield 5211



Phantom View of STRAN-STEEL

AN ORDINARY stud is driven into the Stran-Steel stud, and clinched in the stud, and clinched in place. It may be withdrawn without injury to the stud. This feature is the use of Stran-Steel for temporary construction.

Good Home Stran-Steel

CHICAGO Phone 0164

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